Fostering Citizen Support and Trust in Institutions

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Public trust in federal government near historic lows for more than a decade

% who say they trust the federal government to do what is right just about always/most of the time

Public Trust in Government is deeply connected with how citizens interact with services
We aren’t going to change the way people feel about government and democracy until more people feel it working for them.
Improvements in government services are noticed

Opinion | Why the Free Covid Test Website Was Such a Shock

People aren’t used to getting government services so easily. If Biden can deliver a better experience more often, the public will reward him.

The New York Times

Why Free Covid Tests Went Viral

When the U.S. government started a new website on Tuesday for people to order free at-home coronavirus tests, you might have heard about it from everyone. Moms texted their kids. Friends told one another in group chats, and then in different group chats. Perhaps your garden club told you.

The user experience of CovidTests.gov continues to amaze.
Example

*Michigan’s central benefit application*

- 42 pages
- 18,000 words
- invasive, unnecessary, and confusing
People-centered Policy Making
Key questions to ask of your organization:

- How do you listen to the experiences and feedback of citizens? Are your processes designed for humans?
- How do you learn from those you serve and improve?
- How do you know your government or non-profit system is working for people? Do you have data to understand and test what works?
There is no solving the world’s hardest problems without institutions that really work for people.

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